

## Your Step-by-Step Guide to Claiming Your Provider Google Business Profile

For Physical Therapists & Chiropractors

Your clinic may already be on Google. Now it's time to make sure You are too.

### Step 1: Confirm Your Clinic's Profile Exists

1. Search your clinic name on Google.
2. Confirm the clinic's Google Business Profile appears on the right-hand side of search results or in Google Maps.
3. If it exists and is verified, you're ready to create your personal Provider profile.

**Important:** Your provider profile will be linked to the same clinic address.

### Step 2: Search for Your Name

1. In Google, search your full name + specialty + city.  
Example: John Smith Chiropractor Dallas, TX
2. If a profile already exists under your name, click "Own this business?" to claim it.
3. If nothing appears — no problem! You'll create one in the next step.

### Step 3: Create Your Provider Profile

1. Go to <https://business.google.com/>
2. Click "Add your business."
3. Enter your name exactly as you use it professionally.  
Example: Dr. John Smith, DC or Jane Doe, DPT
4. Choose the most accurate primary category (Physical Therapist or Chiropractor).
5. When prompted for a location, enter your clinic's address (where you see patients).

**Note:** Do **NOT** create a new clinic listing — this profile represents you as an individual provider at the existing clinic.

### Step 4: Complete Verification

Google will require verification to confirm you work at this location.

Verification options may include:

- Email
- Phone or text

- Video verification
- Postcard mailed to the clinic

Follow Google's instructions carefully and complete verification as soon as possible.

### Step 5: Complete the Essentials

Once verified, log into your Business Profile and:

- Confirm your name and credentials are correct
- Ensure the clinic address is accurate
- Use the clinic phone number
- Add a professional headshot
- Add a short bio describing your specialty and approach
- Confirm website link (typically the clinic website)

Keep the information consistent with your clinic's branding and contact details.

### Step 6: Add Our Team as a Manager

To allow us to optimize and manage your listing:

1. Go to your Business Profile dashboard.
2. Click "Settings" → "People and access."
3. Click "Add."
4. Enter our email address.
5. Select "Manager" access.

You remain the Owner — we simply help maximize your visibility.

### Why This Matters

Google recognizes individual healthcare providers as searchable entities.

When you have your own verified Provider profile:

- Patients can find you by name
- You increase your visibility in local search results
- You strengthen your professional credibility online
- You support your clinic's overall SEO strategy

**If you need help at any step, we're happy to walk you through it! Contact your CSM for more information.**